

Generational Diversity

In the Workplace and Community



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NDSU EXTENSION
SERVICE

Program Objective

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- To inform organizations that use volunteers on how to motivate all generations to take an active part in volunteering toward their community's welfare.



Age-related Cohorts



1909-1928

- Builders

1929-1945

- **Silents**

1946-1964

- **Boomers**

1965-1980

- **X'ers**

1981-2000

- **Millennials**

2001-present

- Post-millennials (Gen Z)

??

- Gen Alpha

PEW, 2015
U.S. Census Bureau, 2015
Population Reference Bulletin, 2009



My Generation's Profile



- Divide into generations. As a group, find a flip chart sheet for your generation on the wall.
- On the flipchart pages, record your generation's:
 1. Characteristics and values
 2. Preferred forms of communication
 3. Requirements for a good volunteer experience
 4. Myths/Stereotypes



Silents

Born 1923-1944



29 million adults (9%)

(Pew Research Center, 2015)

Values:

- Self-reliance
- Thriftiness
- Hard work/discipline
- Dedication/loyalty
- Family/community

Characteristics:

- Successful
- Considerate
- Inclusive
- Mentors – quiet but industrious
- Cautious
- Sandwiched – underestimated/overlooked



Born 1945-1963

Boomers

Characteristics:

- Educated
- Independent
- Desire quality
- Cause-oriented
- Fitness conscious
- Question authority
- Resourceful



Values:

- Work
- Personal gratification
- Focus on self (WIIFM)
- Health/youthfulness
- Competitive



75.4 million adults (23.6%)

Gen X

Born 1964-1980

66 Million (20.7%)

(Pew Research Center, 2015)



Values:

- Diversity
- Thinking globally
- Balance
- Techno-literacy
- Fun
- Informality

Characteristics:

- Self-reliant
- Survivors
- Serious about life
- Stressed out
- Loyal to relationships
- Skeptical
- Highly spiritual



Millennials

Born 1981-2000

83.1 Million (26.1%)

(U.S. Census Bureau, 2015)

Characteristics :

- Ambitious yet seek guidance
- Individualistic yet group-oriented
- Short attention span
- Overscheduled (busy)
- Optimistic/idealistic
- Multitaskers



Values:

- Civic engagement
- Education
- Confidence
- Achievement
- Diversity
- Technology



Research Results

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- The purpose of the mixed method study was to determine motivational factors of generational cohort volunteers who participated in the ND Horizons Leadership Development program.



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A Guide to Engaging Volunteers Across Generations

| | Millennials | Generation X | Baby Boomers | Silents/Builders (Traditionalists) |
|---|---|---|--|---|
| Motivation to volunteer | <ul style="list-style-type: none"> Egoistic motivation Working with friends and relatives Giving back | <ul style="list-style-type: none"> Altruistic motivation To be involved with community Being involved with their children Focus on a meaningful cause | <ul style="list-style-type: none"> Altruistic motivation Address a community need Sense of accomplishment | <ul style="list-style-type: none"> Altruistic motivation Following the example set by parents Sense of being needed |
| Hindrance to volunteering | <ul style="list-style-type: none"> Time conflicts/lack of flexibility Personal conflict with other volunteers | <ul style="list-style-type: none"> Time conflicts due to family and work People with negative attitudes toward others | <ul style="list-style-type: none"> Time conflicts/lack of flexibility Lack of organizational structure and vision Poor treatment of volunteers | <ul style="list-style-type: none"> Time conflicts/lack of flexibility Unclear objectives Health |
| Motivation to continue with volunteer efforts | <ul style="list-style-type: none"> Enjoyment of the work Enjoy the people they work with and those they help | <ul style="list-style-type: none"> Continue to help the community Being involved in their children's activities Enjoy the people with whom they work | <ul style="list-style-type: none"> Sense of accomplishment Feel needed and appreciated Their talents and skills are beneficial to the community | <ul style="list-style-type: none"> Help the community to survive Socialization Feel needed – an asset to the community |
| Actions volunteer professionals can change or improve to ensure continued volunteerism | <ul style="list-style-type: none"> Flexibility Be respectful and caring | <ul style="list-style-type: none"> Communicate frequently with volunteers Expand the volunteer base | <ul style="list-style-type: none"> Appreciation for volunteer efforts Expand the volunteer base Clear communication | <ul style="list-style-type: none"> Expand the volunteer base Clear communication |
| Most important factors in retaining volunteers | <ul style="list-style-type: none"> Appreciation for their efforts Worthwhile purpose Comfortable environment | <ul style="list-style-type: none"> Appreciation for the efforts of the group Sense of accomplishment | <ul style="list-style-type: none"> Appreciation for their efforts Sense of accomplishment Flexibility with time demands Adult learning opportunities | <ul style="list-style-type: none"> Worthwhile projects Sense of accomplishment |

^[1] Theories emphasizing egoistic motivation assert that motives for volunteering are self-seeking.

^[2] Altruistic motives, the desire to help others and serve the community, are found in people becoming volunteers.

When asked why they continue to work at current volunteer site...



“I enjoy helping people and feel like I have made a difference in others’ lives and feel I can continue to do so.”

Millennial Volunteer

When asked what current volunteer sites could do to improve and ensure continued volunteerism...

“Flexibility.”

Millennial Volunteer



When asked why they continue to work at current volunteer site...

“I enjoy working with kids and adults. I get to meet new people. I would like to see changes in our community.”

Gen X Volunteer



When asked what current volunteer sites could do to improve and ensure continued volunteerism...

“Be nicer to the new people.”

Gen X Volunteer



When asked what encouraged
them to volunteer...

*“I wanted to be part of something that
makes a difference.”*

Boomer Volunteer



When asked what current volunteer site could do to improve and ensure continued volunteerism...

“Always say thank you, and let volunteers know ‘the plan’.”

Boomer Volunteer



When asked, “What are the most important factors in retaining you as a volunteer”...

“I will continue no matter what.”

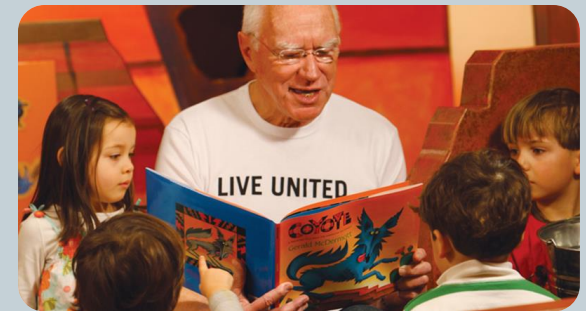
Silent Volunteer



When asked, “Why do you continue to volunteer at your current volunteer site(s)”...

“Feel very needed. Feel I am an asset to the community.”

Silent Volunteer



Implementation Ideas

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Partnerships Through Volunteerism: A Generational Approach

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- **Millennials**

- Use different language

- ✦ Replace the words kids with young adults and adults

- Give them responsibility

- Provide leadership roles

- Team them with others



Partnerships Through Volunteerism: A Generational Approach

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- **Generation X**

- Provide comfortable, flexible roles, schedules and environment
- Offer technology-centered tasks
- Use positive language



Partnerships Through Volunteerism: A Generational Approach

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- **Boomers**

- Focus on the work to be done
- Treat them like paid staff
- Consider their skills and interests
- State how they are making a unique difference
- Pair volunteering with education and part-time work



Partnerships Through Volunteerism: A Generational Approach

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- **Silents**

- Use “post-career” vs. “older”/ “senior”
- Focus on skills, experience and legacy
- Create opportunities for mentorship and leadership
- Provide a chance to network



Advisory Council Member Role Description

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Assist organization staff by:

- Identifying/obtaining resources
- Determining priorities
- Being sounding board for new ideas and programs
- Promoting programs
- Evaluating programs
- Speaking to support groups for organization
- Giving suggestions for educational publications, newsletter content etc.



Role Description Exercise

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- Break into groups of 4
- Use example role description form
- Write 1 role description for 1 volunteer you would like to recruit (ex: non-profit board member, fund-raising chair, community event volunteer)
- Include the generation or generations you will target
- Choose one person to report to large group



Outreach Ideas – How Do You Find Them?

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● Millennials

- Young professional groups, civic engagement clubs
- Fitness/wellness centers
- Media: Internet sites, social networks, radio, and text requests
- College campuses
- Peer-to-peer recruitment



Outreach Ideas – How Do You Find Them?

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● Generation X

- Internet (social networking sites, bulletin boards, web sites, e-mail)
- Fliers: cafes, book stores, coffee shops, children's school events
- Employer volunteer organizations
- Graduate schools
- Ads at child-care centers where they pick up their children
- Ads at pediatricians' offices
- Wellness centers and events



Outreach Ideas – How Do You Find Them?

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● Boomers

- High-profile media/technology
- Corporations and business associations
- Outplacement agencies
- Civic organizations
- Fitness/wellness centers
- Health care facilities



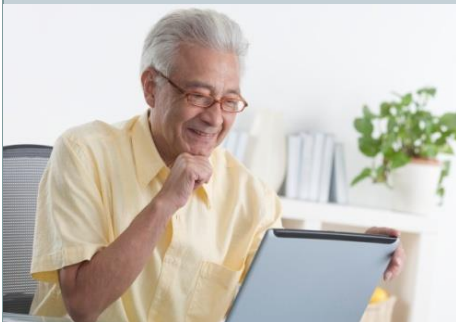
Outreach Ideas – How Do You Find Them?

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- **Silents**

- Civic and social clubs
- Shopping centers/supermarkets
 - ✦ Daytime hours
- AARP and post-career centers
- Health-care facilities
- Faith communities



Preferred Communication

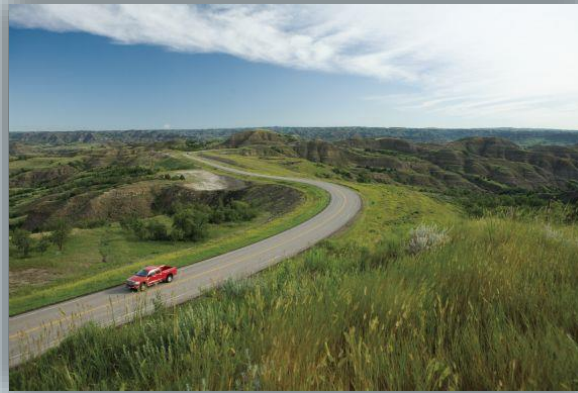


| | |
|--------------------|---|
| Silents | Simple and straightforward; letters, phone |
| Boomers | Personal style to build rapport; phone, face-to-face networking |
| X'ers | Direct approach; email, voice-mail, social media |
| Millennials | Social networking websites, expect instant feedback; texts/tweets |



Where the Rubber Meets the Road

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- When you get back to the office...
- Create a targeted recruitment plan for the role description you created (using worksheet)
- Include generation specific recruitment ideas

Recommendations from Generational Volunteering Research



1. Make volunteering a social affair. Provide networking opportunities.
2. Demonstrate a need for volunteers. Be vocal. Position descriptions are key.
3. Manage your volunteer events and your office professionally.
4. Treat volunteers with respect, make them feel welcome, avoid gossip and negativity at all costs.



Volunteer Managers Should



1. Recruit at faith communities, youth groups (4-H, Scouts, etc.,) and local employers.
2. Offer numerous times or ways to volunteer to alleviate issues: work and family conflicts.
3. Let current volunteers know they are needed and have made a difference. Recognition is important!!!
4. Make the volunteer experience fun!!!



SUMMARY

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- Different generations bring different strengths, beliefs and attitudes.
- Utilizing your volunteers' generational assets can have a positive impact on the climate, collegiality and overall success of your organization.



Like so many other things in life, success as a recruiter of volunteers is highly dependent on attitude. If you can't imagine that anyone will volunteer for you, they probably won't. On the other hand, if you approach recruiting with a positive set of expectations, you will find that people will indeed join up.



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Program Objective

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